Jam-packed with more content than ever before, SNAC’s annual conference and trade show, SNAXPO19, brought over 1170 snack industry leaders to Orlando for three days of learning, networking and innovation. SNAXPO gathered over 400 first-time attendees and over 176 international professionals - including 110 from Latin America.

SNAXPO19 hosted two keynote general sessions, including the first-ever "SNAC Tank" pitch competition featuring Barbara Corcoran, a pre-show technical program, and the first WinS (Women in Snacks) Engagement Program. The conference was focused on education and networking and covered hot topics such as: phasing out single use plastic, labeling discrepancies in Latin America, complying with Bioengineered Food Disclosure, understanding the "snackification" of staple foods, and much more.

"I particularly enjoyed the WinS program, the First Timers reception, SnackPAC with Amy Walter and the “SNAC Tank” Pitch Competition," said first-time attendee Michelle Wright, VP of Sales, Yolo Snacks. "I learned a lot and made important connections that will be great resources to us as our company grows."
MEET THE "SNAC TANK" CONTESTANTS!

On the exhibit hall floor Tuesday morning, the eight finalists and semi-finalists participated in the "SNAC Tank Showcase" showing off their snacks and mingling with seasoned members of the industry to gain insights and advice on growing their brands. The five finalists then pitched their products to a panel of judges during the "SNAC Tank" pitch competition for the chance to take home $20,000.

SEMI FINALISTS

SMART ALEX
MOZAICS
THE SNACK BRIGADE

FINALISTS

LEGAL ADDICTIVE
NORA SEAWEED SNACKS

SQUEAKY POPS

AND THE WINNER IS...

CHIRPS!
Chirps Takes Home $20,000 Grand Prize

The first ever "SNAC Tank" competition provided a venue for five innovative start-up brands to pitch their products to a panel of industry expert judges, including special guest judge Barbara Corcoran, investor, entrepreneur, and star on the hit show Shark Tank. Chirps Chips, a producer of tortilla chips made using sustainable cricket protein, won the audience vote and impressed the panel of judges, taking home the $20,000 grand prize. In her pitch, Laura D'Asaro, co-founder, Chirps Chips, touted the nutritional benefits of cricket protein. One serving of Chirps contains as much protein as an egg white, 25% daily value of vitamin B12, as well as more iron and calcium than traditional snacks. She highlighted that crickets are also sustainable: they require 2,000 times less water, 100 times less land, and produce 100 times fewer greenhouse gas emissions than beef.

"SNAXPO was incredible - I met so many amazing people that made this trip worth it, even without the exposure from SNAC Tank!" Laura said. "However, getting to pitch crickets as the future of food to a whole audience of snack experts and win meant the world. The journey to bringing eating insects mainstream has been a long one, so to have Barbara Corcoran hand us a check for $20K was incredibly exciting as a symbol of how far the insect eating movement has come! The $20K from this competition is going to let us bring our cricket products to hundreds of more stores across the country."

Four other finalists also pitched, including: Legally Addictive Foods, a producer of sweet and savory "part cracker, all cookie" hybrid snacks; Nora Seaweed Snacks, whose founders are on a mission to bring the popular Asian snack food to the U.S.; Shrewd Food, a producer of low carb, high protein cookies and crisps; and Squeaky Pops, a producer of popped chickpea chips for children. Additionally, three semifinalists participated, including Mozaics, Smart Alex Snacks, and The Snack Brigade, and all eight companies exhibited in the SNAC Tank Showcase, a dedicated area of the exhibit hall.
Barbara Corcoran on her Rise to Success, Insights on Other "Sharks", and a "Secret Sauce"

After the SNAC Tank finalists pitched, Barbara delighted attendees with stories from her past, as well as some insider reflections on "what the Sharks are really like."

“My mom was a powerhouse,” Barbara said. “The most important lesson I learned from my dad was insubordination. He knew how to have fun, and I would later use fun in the workplace to build an empire.”

With only $1,000, Barbara started a real estate brokerage with her boyfriend Ramon Samone. After breaking up, Barbara and Ramone split the business "like a football draft.” Throughout her life, Barbara used Ramon’s parting words to her as extra motivation when she needed it most: “you will never succeed without me.” She eventually sold her business for $66 million, money that she uses to invest on Shark Tank.

After originally being denied the lone female seat on Shark Tank, she would not take no for an answer, and suggested to the producer that they bring both female candidates in to compete for the position.

Barbara provided some insights into what her fellow Sharks are like off-screen, and revealed the "secret sauce" she looks for in her entrepreneurs.

“Something always goes wrong in the first six months. I just listen hard to what they do when it goes wrong,” Barbara said, remarking on the Shark Tank businesses she invests in. “I've found that the 10% of businesses I invest in that are phenomenal always have the same routine. They take the hit, and then they're stupid enough to get back up and keep chucking. The other 90% start blaming someone else,” Barbara said, noting that she has a wall of pictures of her entrepreneurs, and flips pictures over when she decides a particular business is not worth her time. “That has been my secret sauce, and how I've managed to keep spreading myself thin, knowing only a small percentage are really going to make it.”
Chef Jeff Inspires with Story of Resilience

During the opening keynote breakfast session on the morning of April 1, celebrity chef and best-selling author Jeff Henderson inspired and motivated the audience with his remarkable journey from incarceration for illegal drugs to renowned success. Jeff noted how his past of dealing drugs gave him an understanding of the basic principles of entrepreneurship, calling himself a “street-preneur”. During imprisonment, Jeff found himself on kitchen duty, began helping the cooks, and found that he had a natural talent for preparing food. Jeff eventually learned to be a ‘prison-preneur’ by concocting ingredients brought in from outside the prison into new, creative meals. Inmates were so enamored with his meals they encouraged him to be a chef.

Jeff eventually rose to become executive chef at Café Bellagio, wrote the bestselling book *Cooked: My Journey from the Streets to the Stove* starred in four TV shows, and was a guest on The Oprah Winfrey Show. Jeff’s remarkable success has allowed him to “pay it forward” – Jeff now visits prisons and impoverished communities across America to help young people in need of a second chance understand that they have a gift too. Jeff spoke of an untapped workforce – 70 million Americans have criminal records, and most of them need a second chance. Jeff also works with companies to help them tap this marginalized workforce.

“When you hire a person coming out of prison, you create loyalty in a person by giving them a second chance,” Jeff said. “Many companies now are not going to have a choice but to deal with this marginalized population.” Jeff noted, because of workforce shortage issues. “Now is the time for us to integrate this population into the workforce.”

Read more about Chef Jeff’s Journey here.
EXHIBIT HALL

From emerging start-ups to established manufacturers, snack producers from around the globe walked the show floor to discover the latest innovations in packaging materials, processing equipment, ingredients, on-trend flavors, machinery, and ready-to-pack snacks from over 140 of the industry’s leading suppliers.
EXHIBIT HALL AND INNOVATION STAGE

The SNAXPO19 Innovation Stage highlighted emerging trends and research on topics such as: leveraging neuroscience to engage shoppers, regional cheeses for snack seasonings, formulation for snacks with high oleic oils and shortenings, and new innovations in case packers.

“This is my first time here, and I came to see the new packaging machinery and the new seasonings. I would encourage other Latin Americans to come to SNAXPO to see all of the new products.”

-Omar Solis, Lussia Plantain Chips
"SNAXPO is so important for networking. I've realized you can have a great talent or a great product, but you need other people, and you need supporters and people who can take your idea and blast it out there. This is the group to do that."

-Roxanne Irani, BAM Snacks
THANK YOU TO OUR SPONSORS FOR MAKING SNAXPO POSSIBLE

SNAXPO CLOSING PARTY
Setting the tone for a successful continuation of the initiative aimed at fostering female leaders, the well-attended first ever WinS Engagement Program kicked off with guest speakers: Angie Bastian, founder of Angie’s BOOMCHICKAPOP; Laura Maxwell, SVP of Supply Chain Optimization for Frito-Lay; and Jolie Weber, CEO of Wise Foods and SNAC International Chairwoman. Robbi Rice Dietrich, SNAC’s first-ever female Chairwoman in 1997, surprised attendees by joining the conversation as a guest panelist. Mike Kaczynski, Evans Food Group and Cindy Kuester, Snak King prompted the panelists with questions about their careers, the obstacles they have overcome, and how to promote female leaders in the future. Following the presentation, male and female attendees grouped up to share stories about self-limiting behaviors that impact women and men differently.

“I think that there's a great benefit for both men and women in this program. I'll tell you that I've had people sponsor me along the way, and I wouldn't be where I was without them. I know many men have the same stories, and I'm hoping we can progress.”

-Cindy Kuester, Snak King

CIRCLE OF HONOR

In front of a packed ballroom, Terry Groff, former President & CEO of Reading Bakery Systems (RBS) was inducted into the prestigious Circle of Honor. The Circle of Honor is an awards program launched in 1994 to recognize the achievements of snack food executives who have contributed tremendously to the development and growth of their companies, the association and the industry.

“Congratulations to Terry Groff and the entire Reading Bakery Systems family on this outstanding achievement,” said Elizabeth Avery, President & CEO, SNAC International. “Terry is a tremendous leader, a humble person and his legacy will leave a lasting positive imprint on the snack industry for many years to come. This honor is very well-deserved.”

Watch the video and read the press release here.
INSTALLATION OF OFFICERS

SNAC International Business Members unanimously approved a new slate of officers to serve on its Executive Committee, as well as a new class of Directors-at-Large to serve on the association's Board of Directors.

SNAC's 2019-2020 Executive Committee includes the following new additions:
Chairman - Fritz Kohmann, CFO, Shearer's Foods and 2nd Vice Chairman - Mike Kaczynski, President, U.S. Sales.

SNAC International's newly installed Business Directors-at-Large include: Trace Benson, CFO, Old Dutch Foods; Joan Cetera, Vice President, Communications, Frito-Lay North America; Shane Chambers, CEO, Truco Enterprises; Barry Fulmer, Director of Purchasing, Keystone Food Products, Inc.; Phil Gusmano, Vice President, Better Made Snack Foods, Inc.; William (Chip) Mann II, Co-Chairman/EVP of Sales, Pretzels, Inc.; Burke Raine, Vice President and General Manager, Snacks, ConAgra Brands; and Justin Spannuth, Vice President and Chief Operating Officer, Unique Pretzel Bakery.

"SNAC International is pleased to welcome the 2019-2020 class of Board members," said Elizabeth Avery, President & CEO. "The incoming officers and directors represent a diverse cross section of the SNAC membership and the evolving snack category. We look forward to working with Fritz Kohmann and the new Directors in the coming years. On behalf of the members and staff, we'd like to thank Past Chairwoman Jolie Weber for her guidance over the past year and tremendous contributions to growing the association and its offerings, including the launch of the WinS (Women in Snacks) initiative."

The Associate Executive Council also approved three new associate member representatives: Cassie Edwards, Account Manager, Kerry; Tina Hacker, Account Manager, Land O'Lakes Global Dairy Ingredients; and Steven Wolfe, General Manager, tna North America. Additionally, SNAC Associate Member Rocco Fucetola, VP Sales and Marketing, BluePrint Automation was appointed to serve on SNAC's Board of Directors. For a complete list of SNAC Associate Executive Council members, click here.

SnackPAC RECEPTION
WITH SPECIAL GUEST AMY WALTER

During a reception held for current and prospective members of SnackPAC, the sole federal political action committee representing the snack industry, guest speaker Amy Walter, National Editor, The Cook Political Report, shared her insights on the future of D.C.’s political landscape, bringing attendees face to face with political issues SNAC tackles day to day on Capitol Hill.

“People are going to be politically active whether you vote or not and people will still get elected,” Walter said. “Not having a voice is what’s really dangerous.”

The annual SnackPAC reception provides a venue for industry leaders to network and learn how changing politics impact the industry’s most pressing legislative and regulatory issues.

Contact Jessica Hixson at jhixson@snacintl.org to learn more about SnackPAC.

THIRD ANNUAL FLAVOR OF THE YEAR AWARD

Each year, sponsoring exhibitors submit new, innovative snack flavors to be blindly sampled and voted on by attendees in The Flavor Pavillion, co-sponsored by Snack Food and Wholesale Bakery. With the most first place votes, Elite Spice won the 2019 SNAXPO Flavor of the Year Award for its delicious Chocolaty Drizzled Maple Pancake Popcorn!

Flavor of the Year Award: Chocolaty Drizzled Maple Pancake Popcorn from Elite Spice

2nd place: Peanut Butter and Jelly Sandwich from Savor Seasonings

3rd place: Mustard IPA Beer Pretzel from Carolina Ingredients
SNAXPO19
EDUCATION

Featuring more quality content than ever before.

With four comprehensive educational tracks, SNAXPO19 took attendees on a deep dive to help them stay ahead of the curve on topics including: packaging and sustainability, regulatory affairs, market trends and insights into the Latin American snack market.

For more information on SNAXPO19 education, access the presentations on Member Resources. If you attended SNAXPO19, check your emails from SNAC International or contact dwalsh@snacintl.org for the on-the-go audio recordings of each session.
Global Snacking Trends Fast Facts

Jared Koerten, Euromonitor

60% absolute percentage growth for snacks over the last decade.

$1B sales growth in the past 6 years in natural, chilled lunch kits for adults, which are rivaling portable snacks.

Local Sourcing
Consumers are interested in local flavors from their region i.e. plantain chips in Latin America and dried fish skin in Asia.

2/3 of global consumers try to have a positive impact on the environment and pay attention to snack companies' carbon emissions, water use and abuse of single use plastic.

14% growth for gluten and dairy free products in the past 5 years.

Dollar Stores' sales continue to grow and drive impulsive snack purchases despite e-commerce.
Ecommerce Fast Facts

Sam Gagliardi, IRI

29% use a mobile app to make purchases.

The Key to Growth is capturing and converting digital traffic.

76% of all shopping trips begin online.

Click and Collect allows category leaders to maintain their in-store category share better than Amazon.

71% of all product searches begin on retail sites.

77% of all retail sales this year will be influenced by digital platforms.

$2.6B of e-commerce sales account for snacking categories.
Snacking Evolution Fast Facts

Darren Seifer, NPD Group

19 more between-meals per capita in America now than 10 years ago.

Gen X
snacking is about satisfaction and balance, so they prefer guilt-free snacks that still taste good.

Adults
begin snacking more from their early 40’s through the end of their 50’s.

Permissable Indulgence
using ingredient substitutes to create a better-for-you, enjoyable experience i.e. sweet potato and brown sugar chips.

35% of between meal food occasions are from 7 - 11 p.m.

Good Fats
are on the rise with the keto craze and aversion to sugar.
Latin American Snack Trends Fast Facts

Carlos Ordonez and Alejandro Prieto, Nielsen

58% of adults are overweight, and 82% of people in LATAM pay more for healthy products.

4.1kg of snacks per Mexican consumer in 2018, representing one of the highest consuming countries.

Popcorn either makes up the smallest segment in each country or is so insignificant it is not even included.

Potato, Tortilla and Corn are the most important segments.

Savory Biscuits make up Brazil's largest segment with 29.6% of sales.

Market Growth Potential for Uruguay, Ecuador and Peru who have 3 or less manufacturers making 90% of snack sales.

Snack Mixes are growing by 8.4% and make up as much as 17.7% of snack sales in countries like Colombia, where they are commonly eaten for lunch.
Latin American Regulatory Trends Fast Facts

with Lorena Cerdán Torres, ConMéxico

High Calorie Density
is a term created by the National Public Health Institute in Mexico to label products as high risk.

Traffic Light Label
is mandatory in Ecuador on processed, packaged foods, but does not have an impact - even if consumption decreases, it picks up again in a few months.

Stop Sign Labels
are mandatory in Chile, Peru and Uruguay and must cover 25% of the front of pack. This was recently adopted by Israel.

41% of people aware of Mexico’s labeling system use it to make decisions.

8% ad valorem tax in Mexico for high calorie dense foods a.k.a. snacks.

9.8% average growth for high calorie dense food tax revenue in Mexico since 2014.
Packaging and Sustainability Fast Facts

Dr. Kay Cooksey, Clemson University – Packaging Science Program

47% think banning single use plastics is a good solution to plastic waste.

Shelf Life
make sure your innovative packaging does not decrease this and add to food waste.

Bio-Based Materials
should be able to blend with a variety of materials and have reuse value.

Post-Consumer Recycled Content
may require packaging companies to add a "functional barrier" to protect from migration of secondary chemicals.

Life Cycle Thinking
expand on life cycle assessments by considering a more holistic view of how you can make an impact when designing packaging.

TerraCycle's Loop Program
is a circular shopping platform launching in spring 2019 in which consumers receive products of participating companies in reusable tins.
Health and wellness is a new opportunity for us. As Nielsen mentioned, permissibility has been growing and consumers are willing to pay for better options. When I’m talking about health and wellness, it’s a small category, however, we are growing and it’s important to us in order to gain relevance in value for the category. Local staples are important in the category: quinoa and chia, and at the end it’s important to create global brands with local staples.

-Mónica Contreras, PepsiCo Foods - Andean Region

Definitely the entrance of these big players in Latin America, particularly in Mexico, have changed the landscape. Remember also this new phenomenon of convenience stores – I’m referring to Oxxo in Mexico – this huge retail company that’s smaller, more convenient, with lower prices, a bunch of services – this is the real disrupter for us in Latin America.

-Guillermo Aponte, Arca Continental

The way you have to connect with consumers going forward - I think it has to evolve to a very different place. You will have to lead with values. There is no way around it. The notions of sustainability, nutrition, purpose, and social responsibility, many of us think we can put them second or we can do a little bit and feel that we are doing it and we can fake it. I think going forward that’s not going to work. It has to be authentic. The ones who are going to win are the ones who establish a connection.

-José Luis Prado, Evans Foods
Packaging for a Sustainable Future: A View from PepsiCo

Andrew Aulisi, PepsiCo

The Pressure is on to Reduce Plastic

- Many countries are acting. In December, the European Union passed the Single Use Plastics Directive, which will phase out single use plastic by 2021.
- The United Kingdom, despite being in the middle of the political crisis known as Brexit, has proposed a tax on single use plastic that does not contain at least 30% of post-consumer recycled content.
- There is not much progress at the federal level in the U.S., but there is action at local levels such as California’s minimal recycled content and plastics circular economy bills.

PepsiCo’s Promise and Strategy – Reduction, Recycling and Innovation

- The company’s goal is to make 100% of its packaging either compostable or recyclable by 2025.
- PepsiCo’s innovators are focused on designing mono-material Polyethylene terephthalate (PET) packaging that can be recycled into beverage bottles because PET is one of the highest valued items for reuse. One way to do this is to have the recycling industry create a chemical process that dissolves polyester-based materials into pure PET.
What the Snack Industry Needs to Know to Comply with the Bioengineered Food Disclosure Final Rule

Martin Hahn, Hogan Lovells and SNAC Legal Counsel

Last December, the United Stated Department of Agriculture (USDA) finalized the long-awaited rule establishing a national, uniform standard for bioengineered (BE) food disclosure. Martin Hahn walked attendees through the steps they should be taking to comply with the rule. The final rule establishes a mandatory compliance date of Jan. 1, 2022. Four options are provided for disclosure: on-pack text; symbol; a text message; and a digital/electronic link, which must include an on-pack telephone number, and the disclosure must appear on first screen accessed from the link. Although refined ingredients (such as corn syrup derived from BE corn) do not require a disclosure, the rule allows for voluntary disclosures by using the language “derived from bioengineering” or a symbol provided. The rule also establishes a threshold which does not require disclosure when the food contains no more than 5% per ingredient of inadvertent/technically unavoidable presence of BE substances.

Proposition 65 and Overview of SNAC Activities/Member Opportunities

Dr. Mark Nelson, SNAC Technical Consultant

In this session, Dr. Mark Nelson provided a background of California Proposition 65, recent updates, and how the rule has impacted the industry over the last several years. Mark reviewed the safe harbor levels and consent decrees for acrylamide in various products. He encouraged companies to consider utilizing FoodDrinkEurope’s “tool box” to mitigate acrylamide formation in anticipation of the Food and Drug Administration (FDA) eventually requiring mitigation as part of the Food Safety Modernization Act (FSMA). Mark also provided an overview of SNAC’s activities relating to Prop 65, including a free-for-members Acrylamide 101 Workshop in November 2017, the establishment of a Prop 65 task force, the commissioning of a dietary intake assessment, and the launch of an acrylamide testing project, which allows SNAC members to test their products for acrylamide at a discounted rate.
What to Expect from FDA on Sodium Reduction and Nutrition Claims

Beth Johnson, Food Directions

Beth Johnson, SNAC’s Nutrition and Regulatory consultant, provided insights into how FDA’s Nutrition Innovation Strategy may unfold and impact the snack industry. The initiative announced in March 2018, was developed to “empower consumers with information and facilitate industry innovation toward healthier foods that consumers want.” The Nutrition Innovation Strategy covers initiatives such as defining the term “Healthy”; modernizing food claims; updating standards of identity; creating more common names for ingredients; educating the public on Nutrition Facts labeling; and reducing sodium through voluntary reduction targets per food category. Beth took a focused look at the draft sodium reduction targets, which were previously released in 2016 and included 2-year and 10-year targets. Notably, in an exit interview on April 5, 2019, former FDA Commissioner Scott Gottlieb stated that the targets are finalized and are expected to be released from FDA within 4-6 weeks. Beth showed what levels of sodium reduction are needed per various snack category to satisfy the voluntary reduction targets.

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THANK YOU

on behalf of the entire SNAC International staff. We hope to see you in Charlotte, March 22-24 for SNAXPO20!